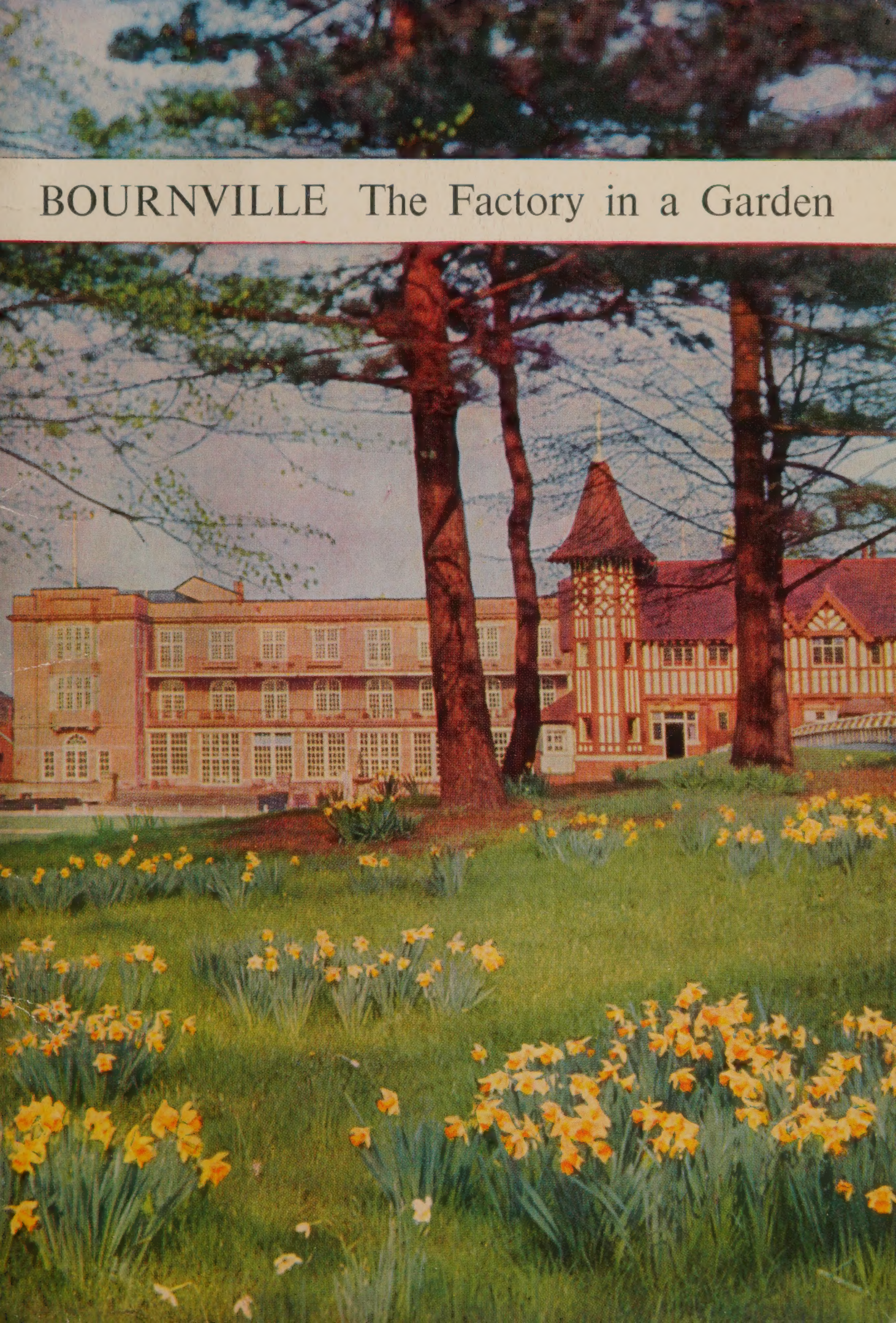
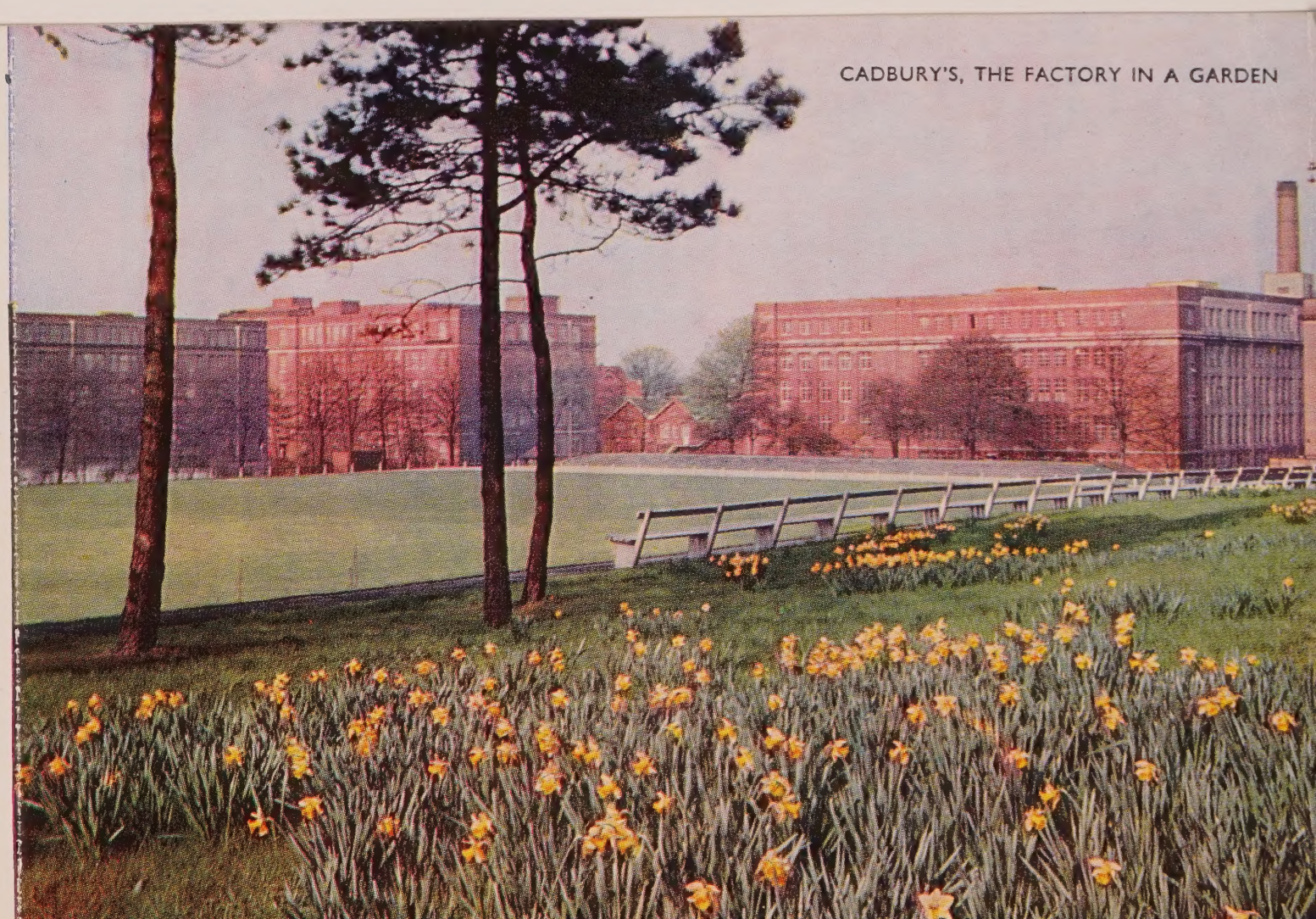


BOURNVILLE The Factory in a Garden


CADBURY'S, THE FACTORY IN A GARDEN

This is the sixth booklet we have published to remind friends of their visit to Bournville. We hope it will also be read by people who have not yet paid us a visit. We shall hope to see them soon and show them the full Bournville Story.

There is always something new to say about Cadbury's. Since our last booklet was published a complete new factory has been built and opened at Moreton, in Cheshire, and millions of chocolate biscuits have already been made there.

In these pages we have tried to give readers an impression of Bournville and its people. Those who have not yet visited the Factory in a Garden should write to the Visitors' Department who will be pleased to make arrangements to receive them.

In view of the heavy demand it may be necessary to give some notice and a choice of dates.

ca. 1950?

A pleasant place

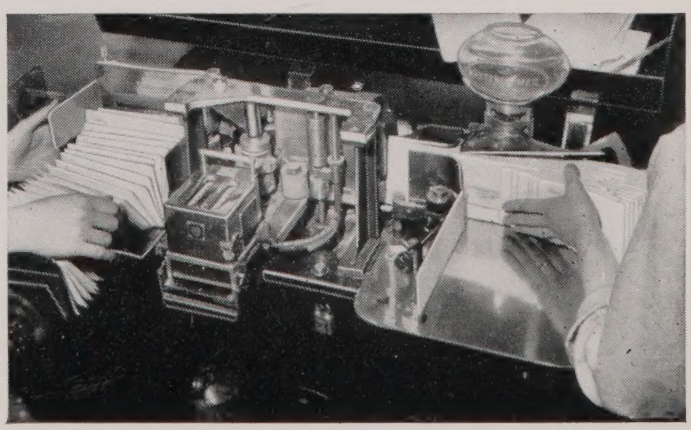
Busy people

There are half a dozen points at which you can start to tour Cadbury's. If we follow the employees in the photograph on the left we shall soon find ourselves in the offices where 2,000 people work.

One of the artists in the Studio where Cadbury's labels are designed.

This is the General Office. The post boys are taking out letters to other departments.

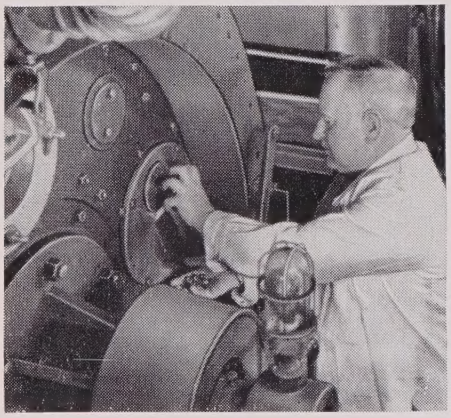
He's writing a letter with a micorophone. The typist replays the record.



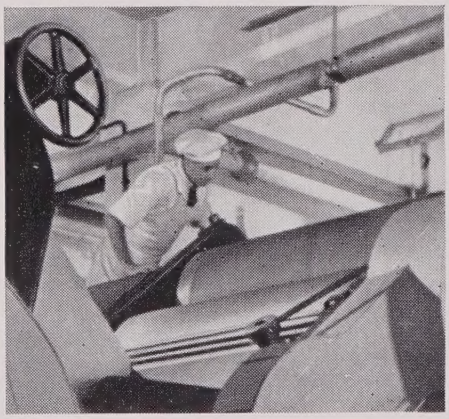
Cadbury's have their own Post Office to cope with a daily post of 12,000 letters.

"Cocoa—

These are Cocoa Beans. Everything we make at Bournville depends upon good quality beans—thousands of tons of them!

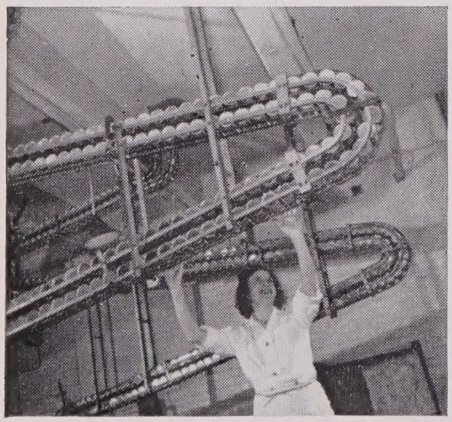


Roasting brings out the flavour of a good cocoa bean.



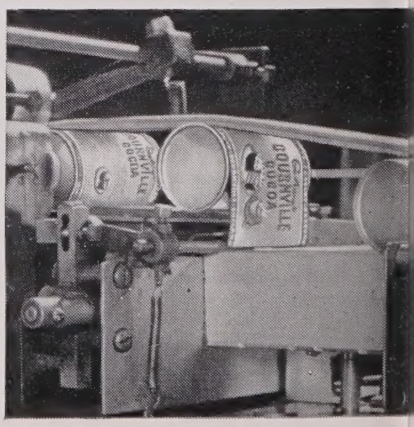
Grinding is a job of great skill and accurate machinery.

Bournville cocoa is sieved throu very fine silk.

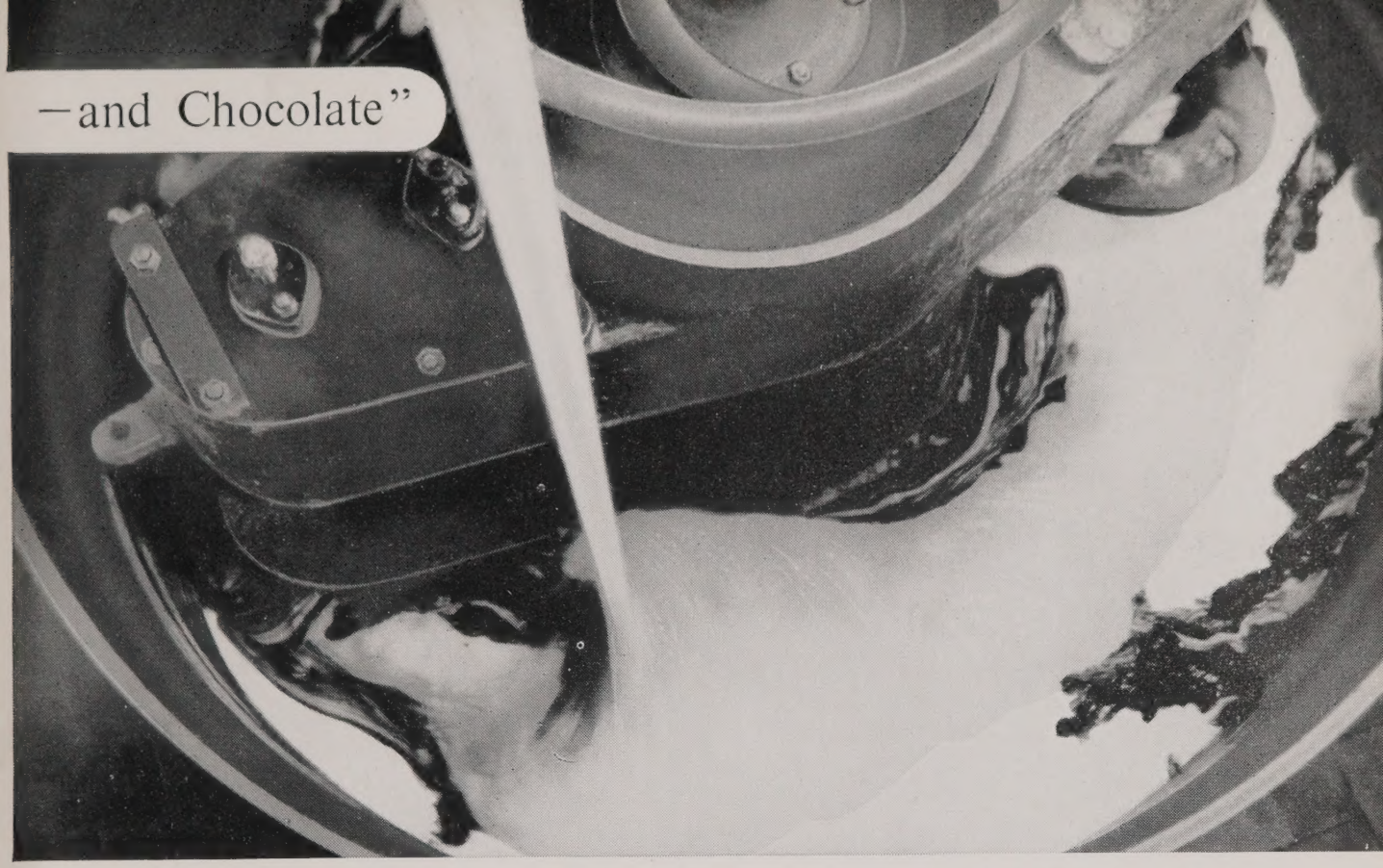


Now we have made the cocoa, we must make the tins. Here they come down overhead chutes.

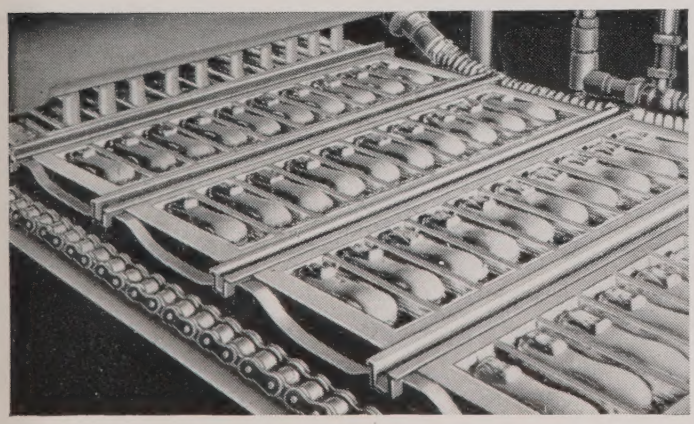
Filling and weighing is automatic and accurate.



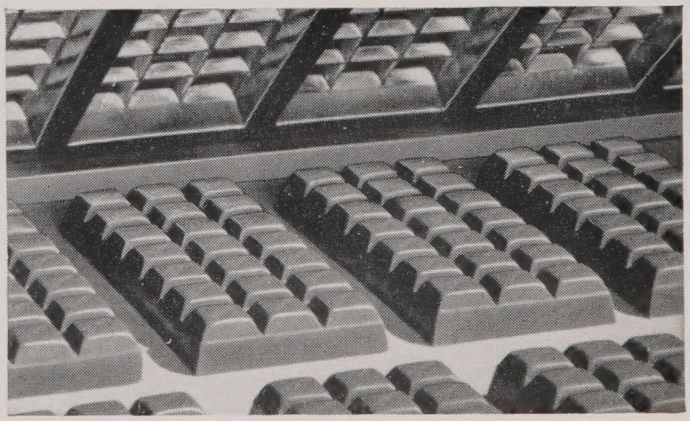
The labels put themselves on the tins without any help.



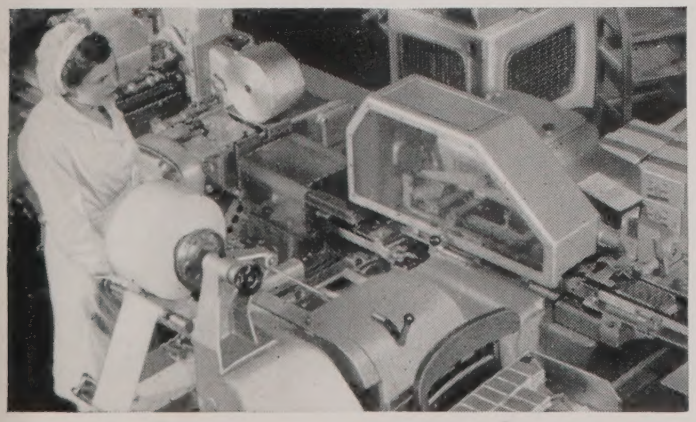
40 million gallons of full-cream milk sounds quite a lot—and Cadbury's use that much in a year to make their milk chocolate.



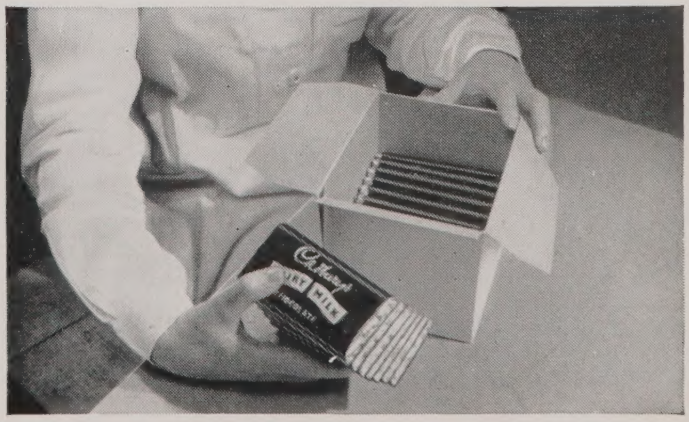
Dairy Milk Blocks are moulded by this wonderful machine.



Here they are after cooling—millions every day.



They are wrapped automatically by ingenious machines.



Into outers and out to the shops. There's a big demand to be satisfied.

Good things . . .

If you are making good chocolates you must have good centres. And this means buying the world's best ingredients. Here are some of them.

Products of the fine art of chocolate making at Bournville.

. . . . Make good centres

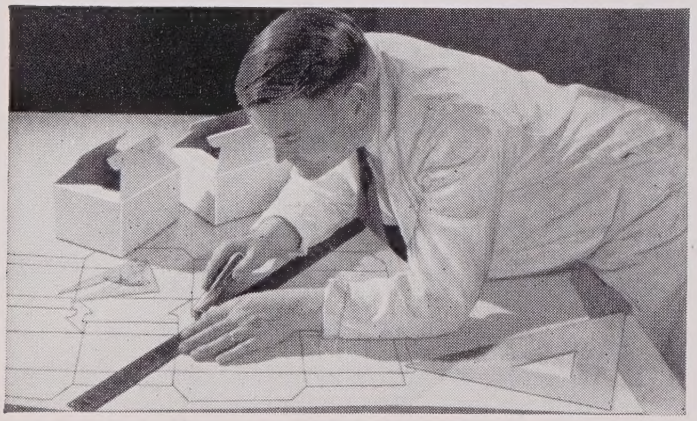
Into the bath of chocolate every day go thousands of delicious Milk Tray centres—mouth-watering confections even before they receive their thick covering of Dairy Milk Chocolate.

Thickly covered—still liquid from the Enrober—receiving the decorations that identify each centre.

Accurate weighing in the famous purple boxes.

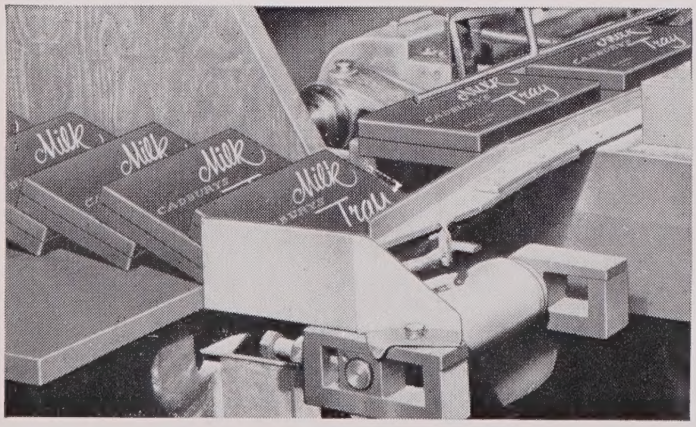
Cadbury's make the boxes too!

All sorts of cartons and boxes are made at Bournville. There is a special box-making department to cope with the millions we need.

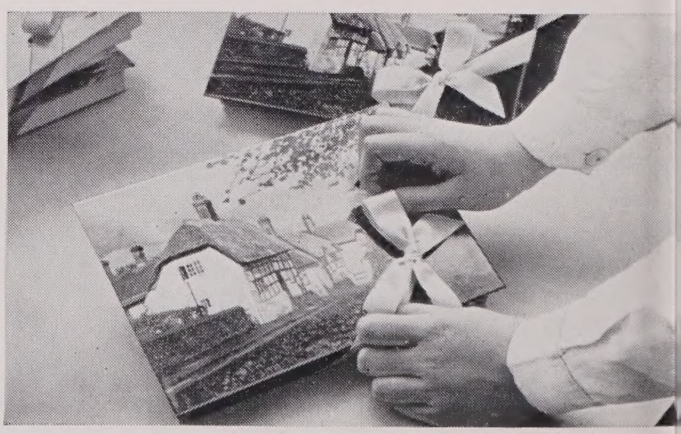


Designing new boxes and cartons is a job in itself.

Boxes, boxes everywhere—and thousands still wanted. The busiest time is near Christmas.



Boxes with hinged lids—carefully made, but quickly too.



Boxes with ribbons—picture boxes for the Christmas season.

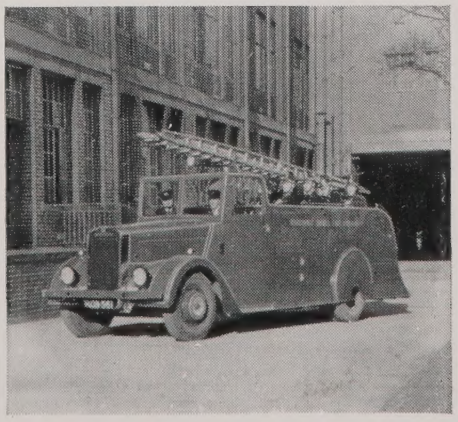
What a lot of different jobs

120 acres of gardens, recreation grounds and sports fields need a lot of looking after. The Factory in a Garden employs 59 gardeners.

14,000 square feet of windows are cleaned every day.

The advice of a doctor, dentists, and qualified sisters is available to employees.

Cadbury's employ a large catering staff—over 170.



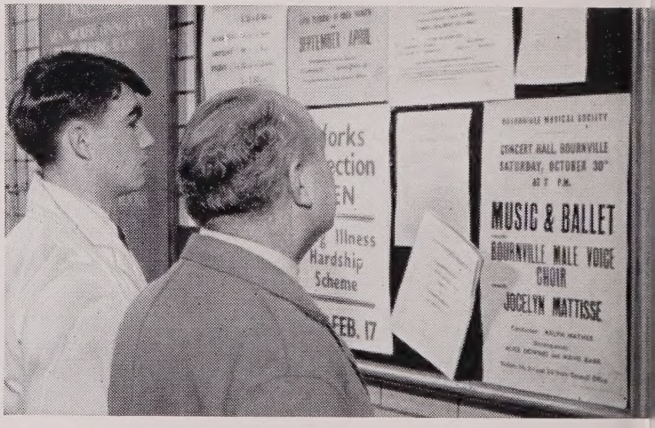
The Bournville Works has its own Fire Brigade.

Cadbury's have their own Telephone Exchange—1,500 calls per day!

Helping to run the business

Shop Committees meet regularly from every department, and the men and women employees have their own Councils. The democratic way of running a business was pioneered at Bournville.

A young man with a problem seeks advice from the Council Office.



Notice board news from Bournville's many societies.

The men's convalescent home at Harlech may have as many as 200 visitors in a year.

The picture selection committee chooses paintings for hanging in the factory.

Bournville publications for employees.

LUNCH HOUR BY THE CENTENARY FOUNTAIN

BOURNVILLE IN BLOSSOM TIME

The village scene

Within sight of the Cocoa Block is the village green, where crocuses and daffodils cover the trim lawns in season, and children romp safely and happily.

Continuation College. All young employees spend one day a week here.

The village schools with the famous carillon of bells on the tower.

The Yachting Pool. There is a model yachting club.

The Quadrangle, around which are grouped the Bournville almshouses founded by Richard Cadbury

Out of work hours

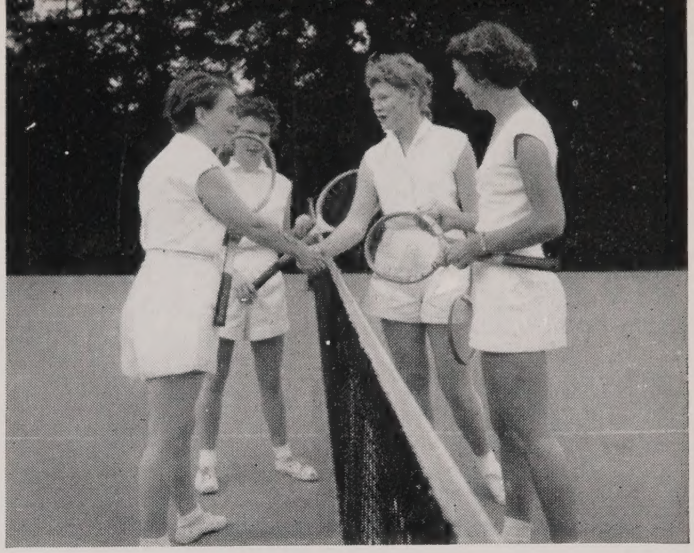
A summer evening at the Lido.

The Barge School.

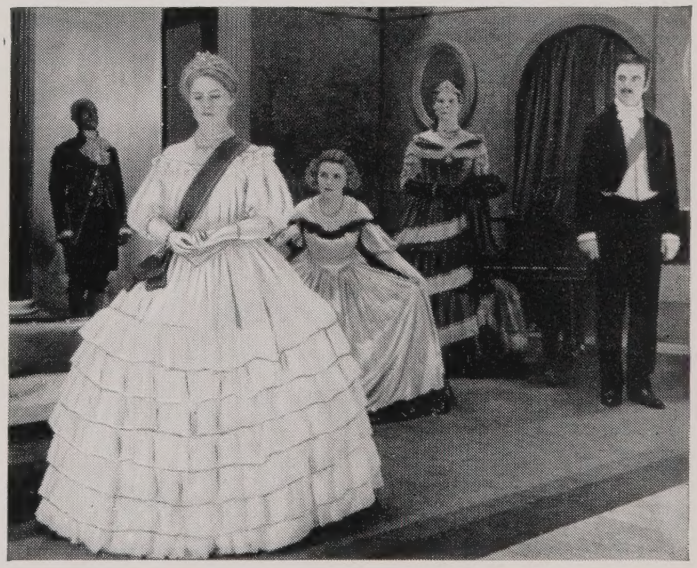
Men's Recreation Grounds.

The lido for employees is like a miniature holiday resort. In the long summer evenings families gather to swim and sunbathe. When they are not playing tennis on the 30 courts, or cricket on the 14 pitches, or bowls on level or crown greens, they can of course listen to the band, and Bournville is proud of its Silver Band. Unless, of course, they are young enough to be out on the 'Barge School', an annual event for young employees.

In the winter the Operatic Society, the Dramatic Society and the Musical Society, offer entertainments regularly in Bournville's own Concert Hall, and there are scores of clubs and sections of the Athletic Club which cater for everyone, from chess players to keen radio amateurs.



There are 30 tennis courts at Bournville.



A Bournville Dramatic Society production.

Silver Band concert.

Radio amateurs.

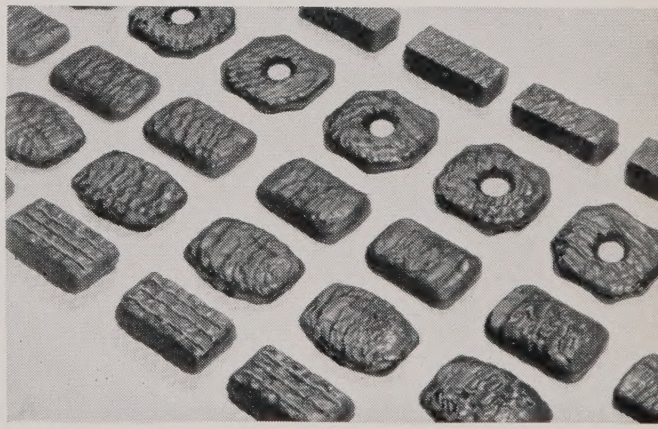
a Garden

Cadbury's new factory at Moreton, in Cheshire, was built to meet the greatly increased demand for chocolate biscuits. Now the Moreton factory has been extended to make Milk Tray and Dairy Milk Chocolate as well. This new factory is modern and spacious. Like Bournville, it is surrounded by lawns. Water Gardens have been laid and further development of its 75 acres is planned.

Millions of biscuits are baked at Moreton every day. Millions of centres for chocolates are made in the modern Confectionery Department. Busy people and busy machines make them and cover them with Cadbury's chocolate, wrap them and pack them for people in this country and abroad.

1

2



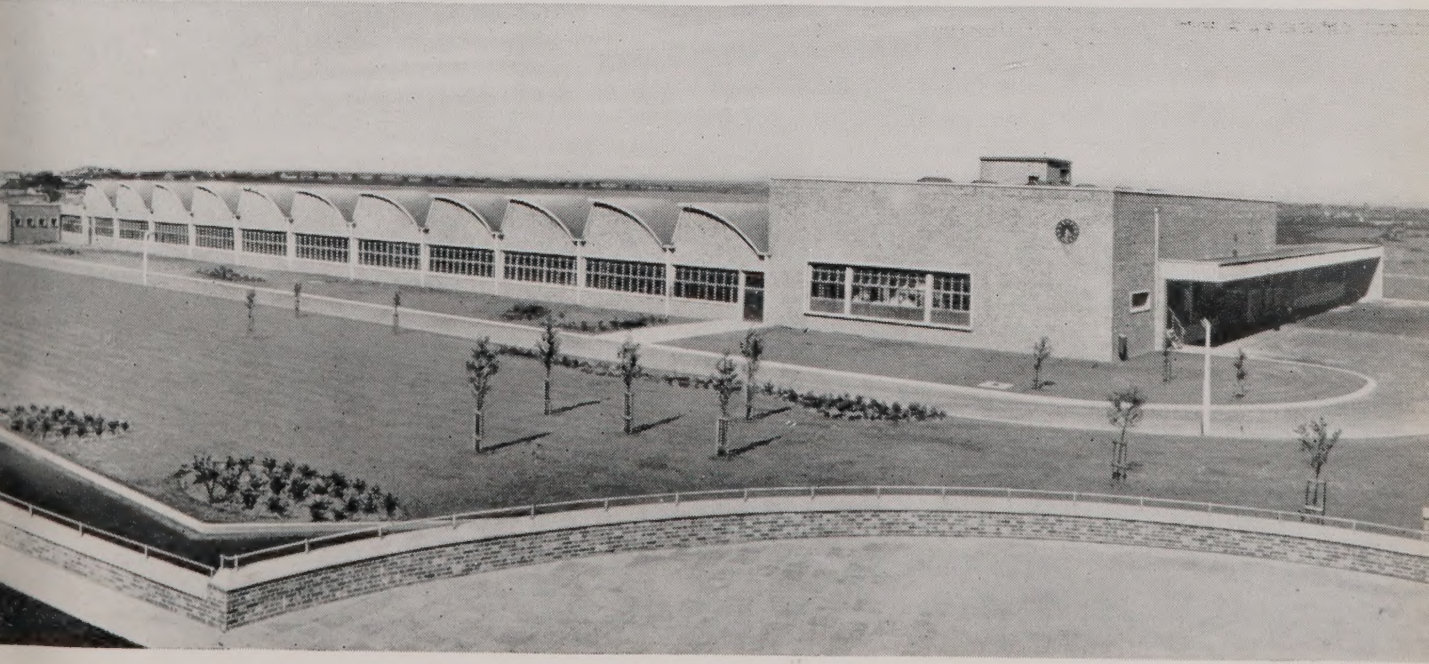
3

(1) *Dough into biscuit shapes—1,500 a minute.*

(2) *Biscuits into chocolate biscuits. Thickly covered.*

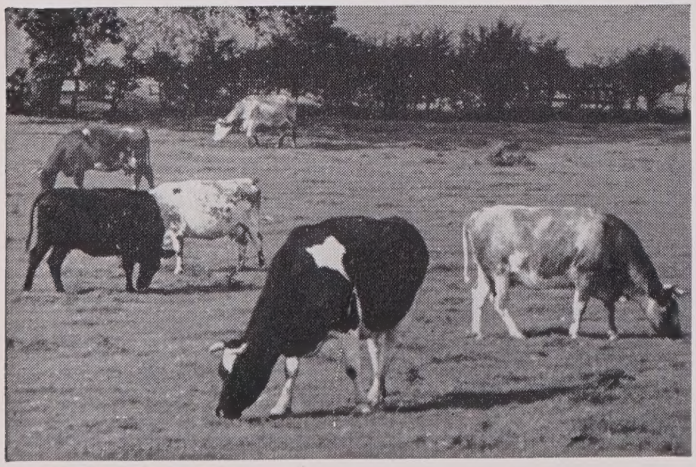
(3) *Dairy Milk Biscuit Assortment on its way to you!*

general view of Cadbury's factory at Moreton.



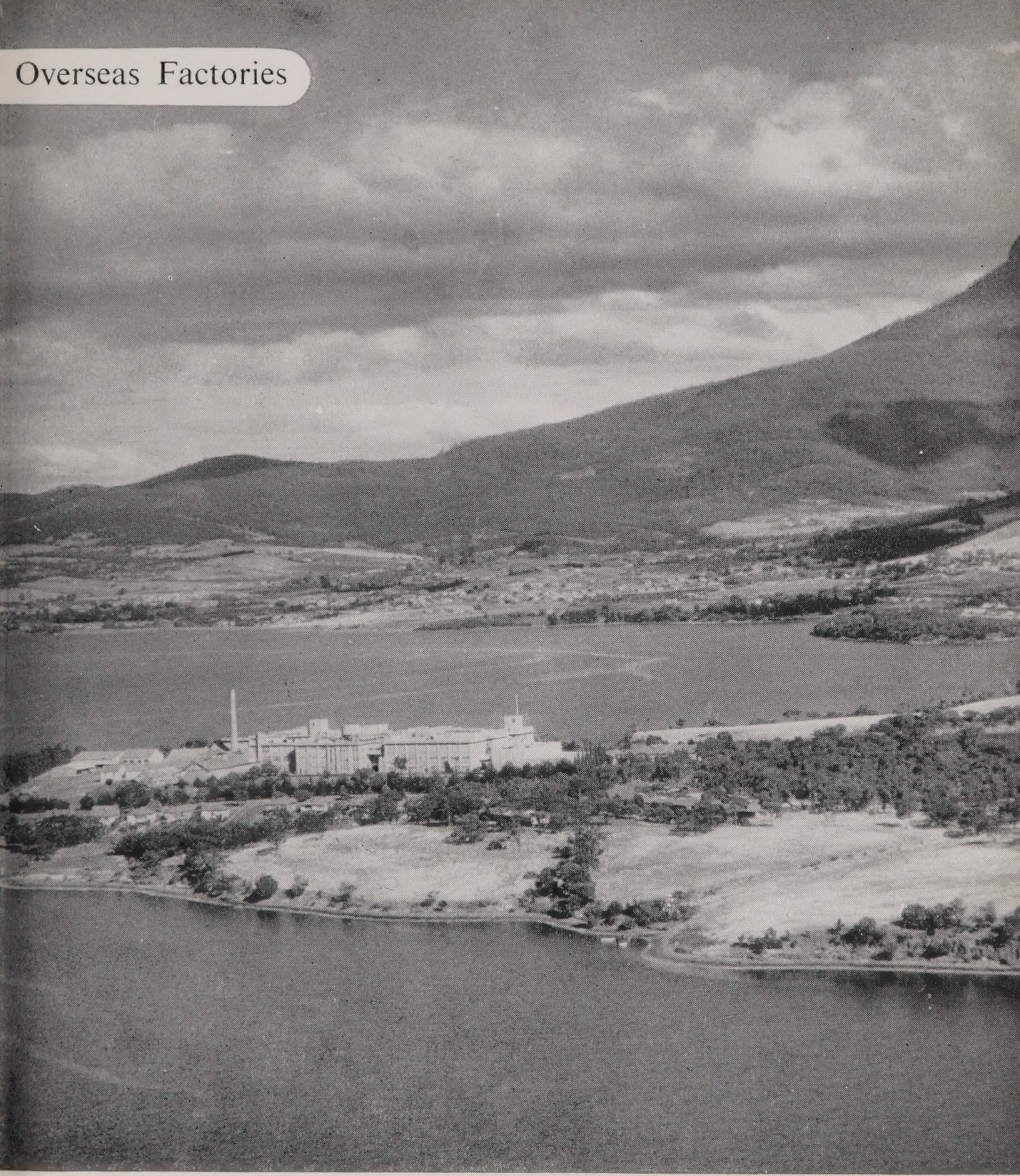
Milk Factories too!

Cadbury's have five Milk Factories in the heart of the dairy country. They deal with over 40 million gallons of milk in a year.

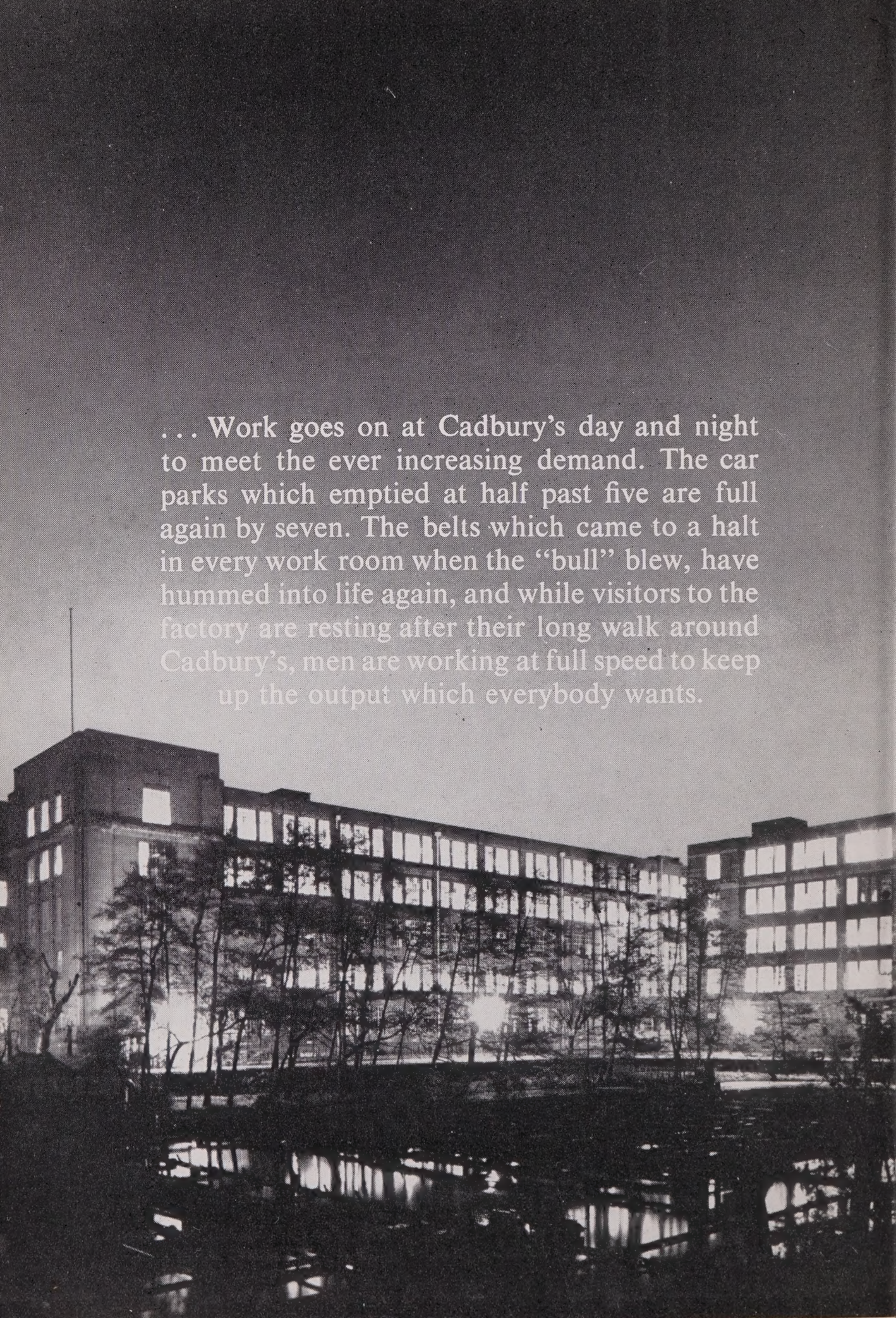


Cadbury's buy fresh full-Cream milk—collect it from the farms, test it for purity and quality—and mix it with the chocolate within a matter of hours.

Overseas Factories



Cadbury's Australian Factory lies in this lovely setting between mountains and sea in Tasmania. There are Cadbury Factories in New Zealand, South Africa, Canada, Eire and India too, and offices and depots in every part of the world.



. . . Work goes on at Cadbury's day and night to meet the ever increasing demand. The car parks which emptied at half past five are full again by seven. The belts which came to a halt in every work room when the "bull" blew, have hummed into life again, and while visitors to the factory are resting after their long walk around Cadbury's, men are working at full speed to keep up the output which everybody wants.

BOURNVILLE VILLAGE GREEN